



# Advocacy 101 Webinar

## Diabetes Partners in Action Coalition (DPAC) Online Advocacy Training

Thursday March 27, 2008 Noon–1:00 pm

J. Doss Consulting, LLC



# Goal of today's program

- Learn how to educate legislators and gain their support for diabetes and kidney disease management and prevention programs

- Become effective advocates for the

Diabetes and Kidney

Advocacy Day

Wednesday, April 16, 2008

House Office Building

Lansing, Michigan



# Today's Leaders

- *Online Advocacy Trainer: [Jean Doss](#), Doss Consulting, LLC*
- *Diabetes and Kidney Affairs Leader: [Sally Joy](#), Public Policy Consultant for the National Kidney Foundation of Michigan, Inc.*
- *Our Web Host: [Barry Klein](#), GlaxoSmithKline*



# Today's Agenda

- Public Policy & Advocacy
- The Appropriations Process
- Current Diabetes and Kidney Disease Legislative Issues
- Effective Advocacy
- Role Play
- Q & A
- Closing



# What is Public Policy?

“Public policy is the set of decisions that we make as a society about how we will care for one another, our communities, and the land. Citizens have a right to be involved in public policy decisions.”

– *Marcia Avner, Minnesota Council of Nonprofits*



# What is Advocacy?

- Advocacy is the general promotion of an idea or cause.
- It includes:
  - identifying the issue or problem,
  - educating the public and the media,
  - proposing a solution, and
  - organizing people to act.

*\*from Wellstone Action "Grassroots Action"*





# Advocacy Action

## **Three Tools**

- Phone
- Letters/email
- Visits

## **Two Critical Audiences**

- Elected officials (and their staff!)
- Other voters

# Our Main Focus:

## The Budget/Appropriations Process

### Time frame:

- Fiscal Year October 1 – September 30
- At least two revenue estimating conferences held in February and May

### Players:

- Relatively few appropriations subcommittee members wield great power
- Pay attention to staff (legislative, policy, departmental)
- Don't forget the Governor





# Current Environment: How it Affects Our Advocacy Efforts

- Unlike last year, state is not facing \$2 billion structural deficit in FY 08-09
- HOWEVER:
  - Still anticipate a budget shortfall
  - Continued call for budget cuts
  - **\*The Senate has cut the Healthy Michigan Fund by almost 50% - which will result in cuts to diabetes and kidney programs\***





# **Our Mission is to Protect Funding for Diabetes and Kidney Disease Management and Prevention Programs**

Use our stories to advocate for:

1. Restoration of the Healthy Michigan Fund *that supports most state funded disease prevention programs in Michigan*
2. Maintenance funding for the Diabetes and Kidney Programs Line at \$4 million.

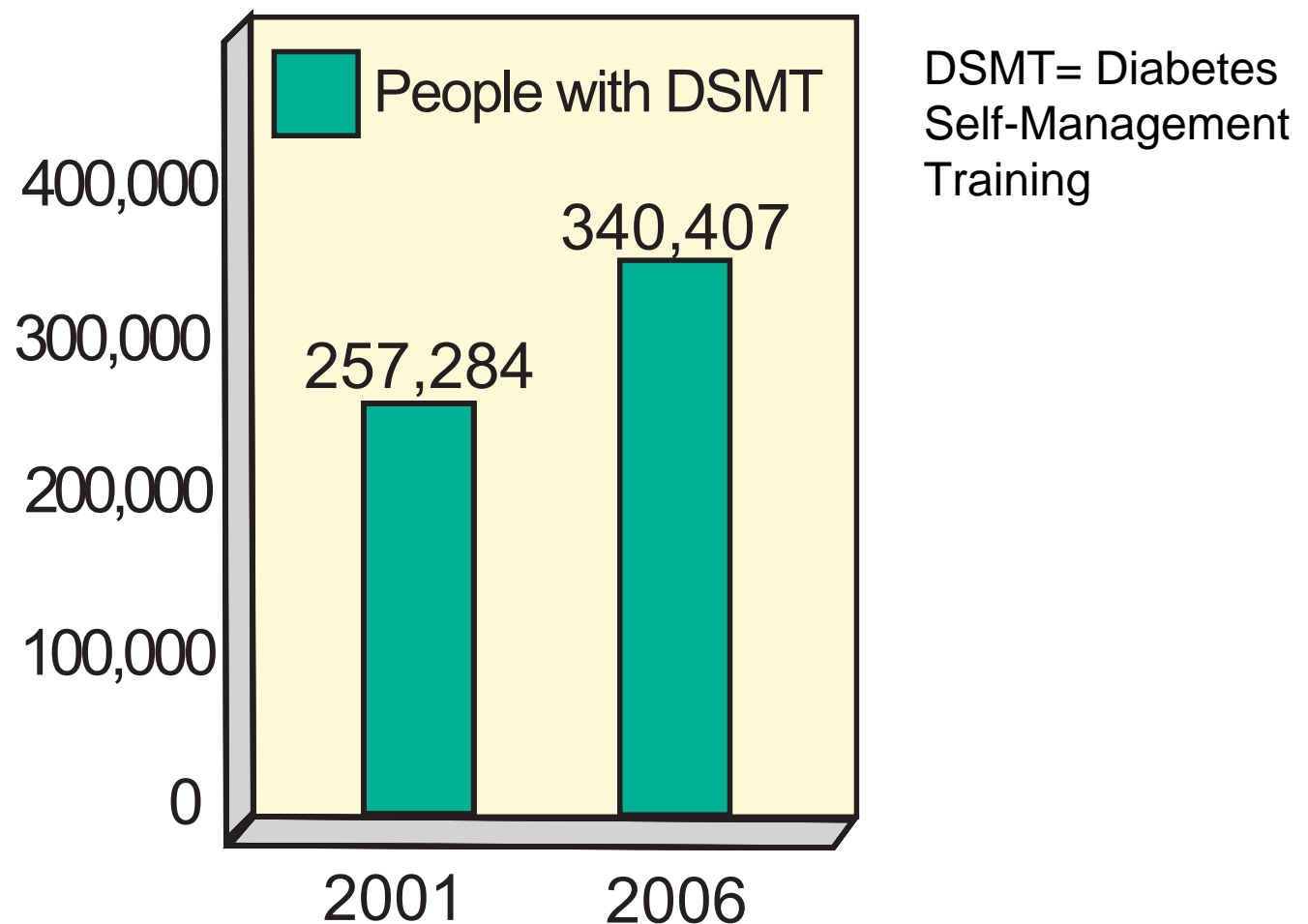


# What We Stand to Lose

- The following slides show the programs that will be severely diminished, or altogether lost, if the Healthy Michigan Fund is not restored and the Diabetes and Kidney Line is not maintained.

# Diabetes Self-Management Training in 91 hospitals in Michigan - and increasing!

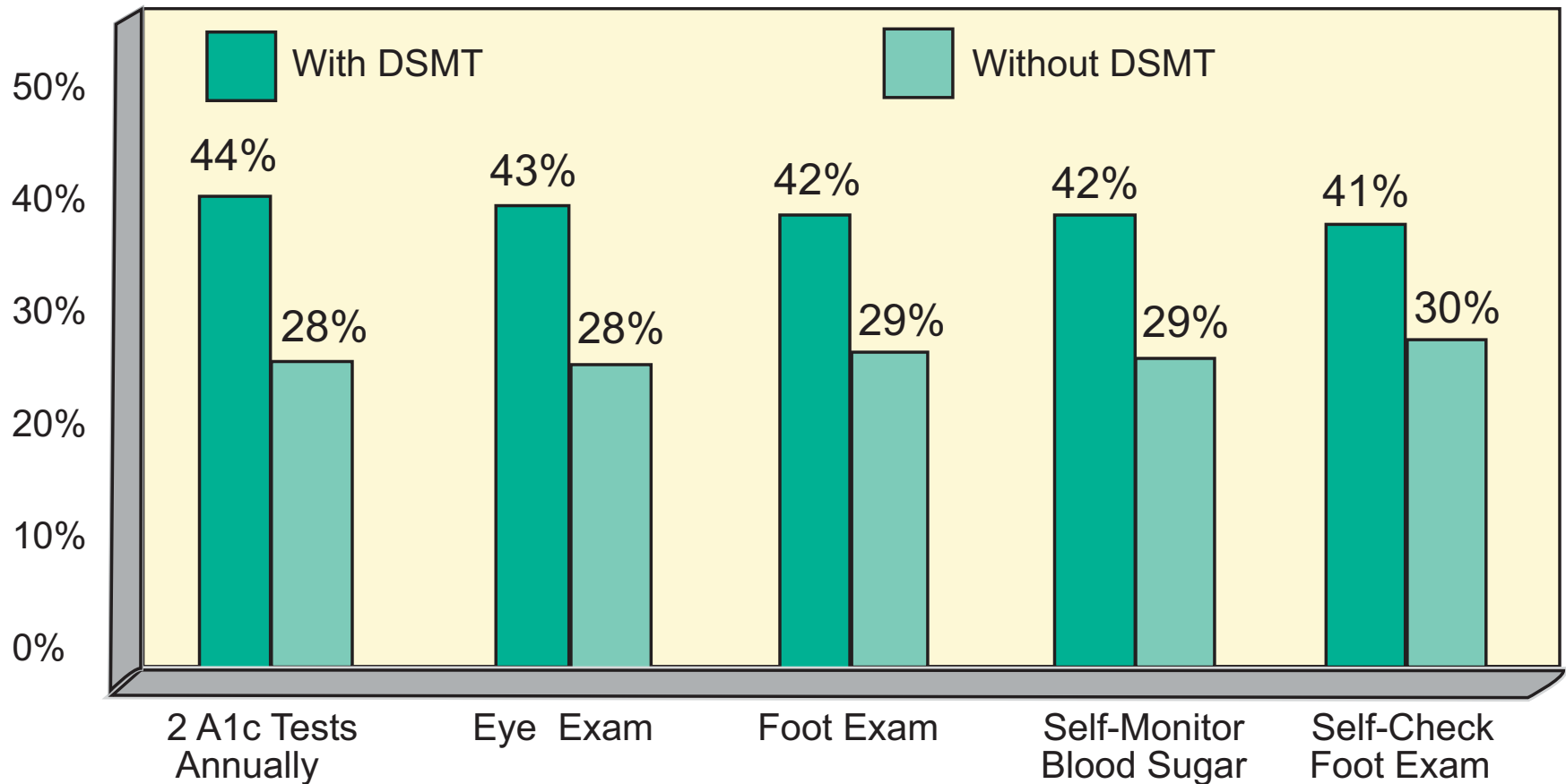
Could  
Loose:



Could  
Loose:

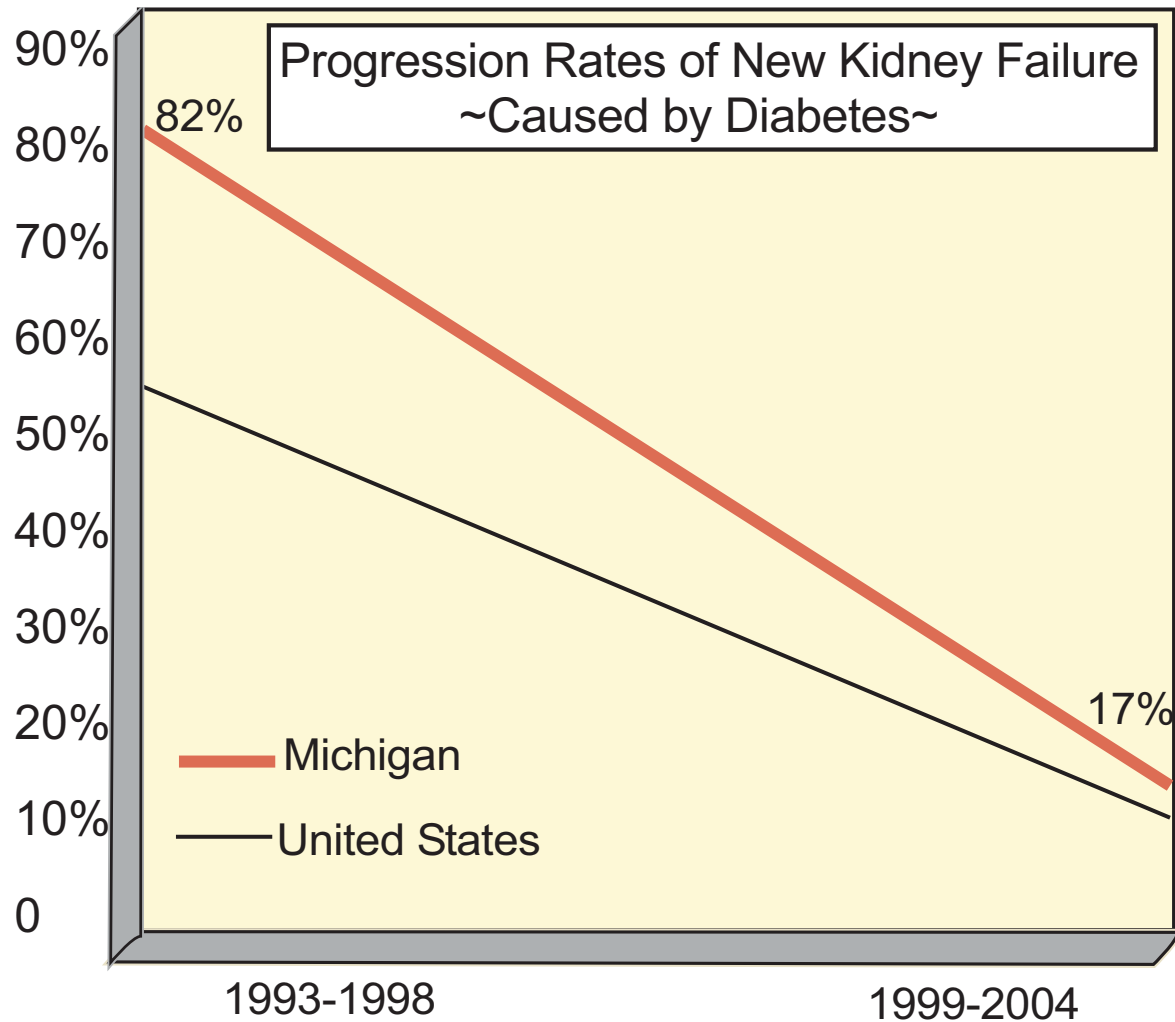
# Improved Diabetes Care; as a result of DSMT

DSMT= Diabetes  
Self-Management  
Training



Could  
Loose:

# Slower progression rates of kidney failure caused by diabetes





Could  
Loose:

# Primary Prevention: School Programs

## ■ Kids and Kidneys

- Teaches elementary school students about nutrition, exercise and kidney disease prevention
- 154,234 students educated since 2000

## ■ KICK (Kids Interested in the Care of their Kidneys)

- Teaches High School students about diabetes, high blood pressure, kidney disease prevention and organ donation.
- 811,191 students educated since 1997

Could  
Loose:

# Programs for Young Families

- Healthy Families  
Start with You



- A partnership with Head Start gives one-to-one education and healthy behavior lifestyle guidance to parents, their young children and their families.



Could  
Loose:

# Primary Prevention: in the High-Risk African American Community

- Healthy Hair Starts with a Healthy Body™
- Dodge the Punch: Live Right™
- Participants make healthy behavior changes.





Could  
Loose:

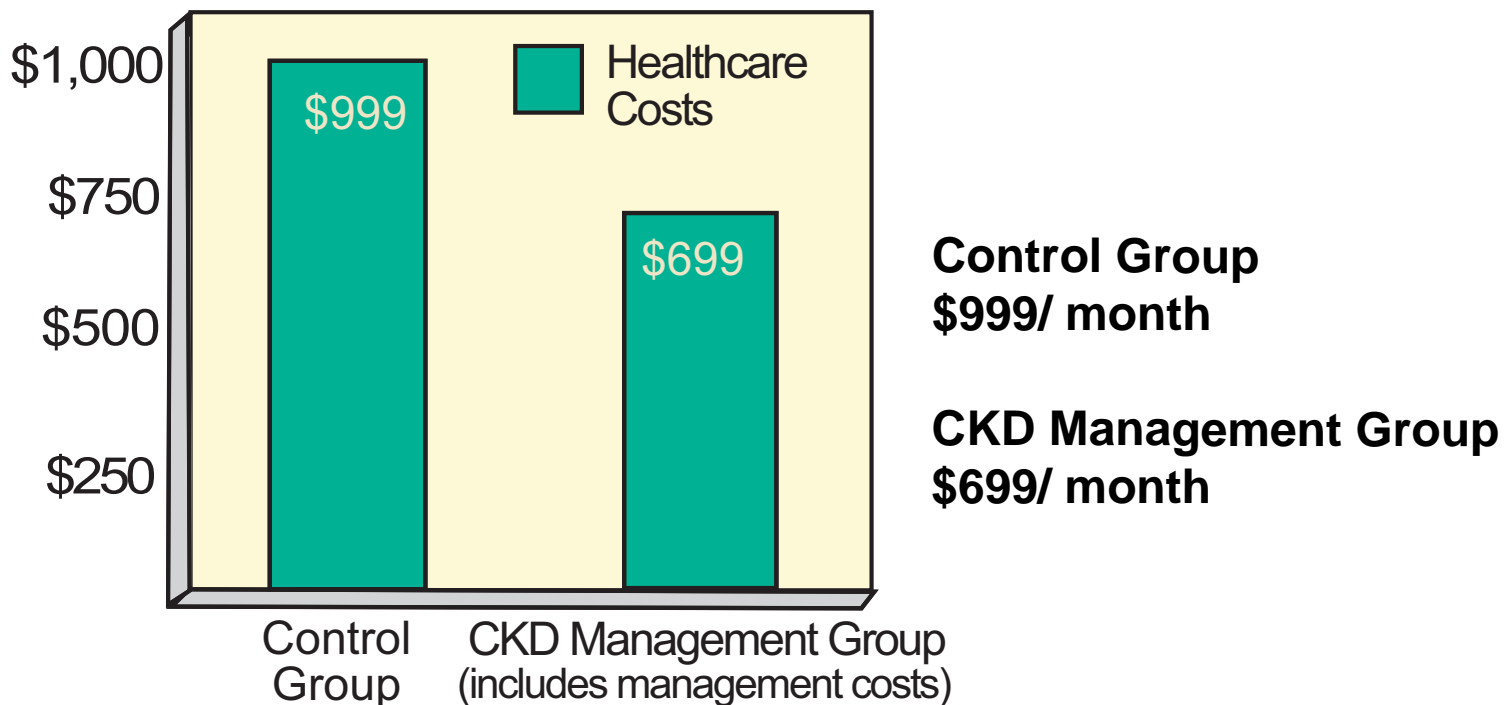
# Disease Management Programs: PATH (Personal Action Towards Health)

- Low cost program
  - Evidence-based
  - Improves participants health status
  - Reduces health care costs
- 
- Research has shown an average annual cost saving of \$260 per patient

Could  
Loose:

# Disease Management Pilot Programs: Chronic Kidney Disease Management

- A pilot program at McLaren Hospital in Flint produced a 5:1 return on investment and is being studied for larger implementation.





# **To Repeat: Our Mission is to Protect Funding for Diabetes and Kidney Disease Management and Prevention Programs**

Use our stories to advocate for:

1. Restoration of the Healthy Michigan Fund *that supports most state funded disease prevention programs in Michigan*
2. Maintenance funding for the Diabetes and Kidney Programs Line at \$4 million.



# Legislative Policy Issue: Diabetes Care in Schools

- Coming soon: legislation to improve the care of students with diabetes in schools
- Many of us will want to advocate for passage of this legislation
- The legislation may be introduced by April 16, Advocacy Day. More details then.

# Effective Advocacy: What Does it Look Like?

- Be informed
- Know what you want
- Have a well-focused policy agenda
- Speak with a united voice
- Tell YOUR story!
- (See 10 Commandments)



# Effective Advocacy: The Power of the Right Message!

- Have a message that is:
  - Concise
  - Consistent (stay ON message)
  - Includes economic costs
  - Explains how the appropriation or policy impacts people in Michigan
  - Provides solutions



# Effective Advocacy: Be positive!

- Say “Thank You” – reward good decisions
- Saying “I’m disappointed” – make sure they know *you know* how they voted
- Practice bipartisanship





# Next Steps

## ■ Role Play

- ☐ Phone message
- ☐ Face-to-face meeting





# Q&A

- No such thing as a “stupid question”
- Advocacy is like any other skill: you learn by DOING!
- If not you, who?

# The Brutal Truth

- **The world is run by those who **show up**.**

*“When the legislature are making policy decisions, if you aren’t at the table, then you are probably on the menu.”*


-Nate Garvis, Vice President,  
Government Affairs, Target Corporation



# Additional Resources (already emailed to you)

- “Ten Commandments of Public Policy Advocacy”
- Diabetes and Kidney Advocacy Day Talking Points
- Helpful Legislative Links
  - How to find your state representative or senator
  - And many more





# For More Information about the Diabetes and Kidney Advocacy Day or Today's Presentation:

- Contact Sally Joy
- National Kidney Foundation of Michigan
- [sjoy@nkfm.org](mailto:sjoy@nkfm.org)
- 800-482-1455